

Client : MYNIC Berhad
Publication : Surf!
Date : October 2007
Title : A Shorter address on the Internet

Type : Client News
Page : 78

A shorter address on the Internet

Domain names holders and potential domain name holders have something to cheer about when MYNIC Berhad announced the opening of registration to apply for a shorter addressing on the Internet.

According to MYNIC's director, Shariya Haniz Zulkifli, domain names are making a shift from category centric to general addressing and many nations worldwide have begun to introduce second level domain names.

Malaysia currently practices category addressing with Malaysian websites address usually having addresses like [XYZ.com.my](#), [XYZ.net.my](#) and so on. The new initiative will now allow Malaysians to have domain addresses that simply end with .my as in [XYZ.my](#).

The registration will be implemented in two phases by MYNIC. Phase I is open to existing third level domain registrant from November 1 to December 31 2007. Under phase one, existing domain owners will have priority to register second level domain names. For example the owners of the address [surf.com.my](#) will be able to register [surf.my](#).

Phase II will start from March 2008 onwards and will be open to public. It is on a first come first serve basis. A person can register as many domain names as he wants as long as it does not infringe on copyrighted names. The third level domain names will continue to be open for registration.

Registration fees for the second level domain name is at a suggested retail price of RM80 per year and all applications will be processed through MYNIC's authorized resellers. The list of resellers can be found on their website, [www.mynic.net.my](#)